

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant : | Dwight Allen Merriman et al. | Art Unit : | 3714 |
| Patent No. : | 7,844,488 | Examiner : | Ronald Laneau |
| Issue Date : | November 30, 2010 | Conf. No. : | 5601 |
| Serial No. : | 10/798,342 | | |
| Filed : | March 12, 2004 | | |
| Title : | METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS | | |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

LETTER REGARDING PATENT TERM ADJUSTMENT

The Patent Term Adjustment (PTA) calculation included in the Issue Notification mailed November 10, 2010, for the above-referenced application indicates the PTA is 641 days. This PTA may be longer than appropriate.

In good faith and candor, Patentees direct the Office's attention to an Information Disclosure Statement filed in May 2010, for which no Applicant Delay was assessed.

Patentees believe that no fee is due at this time. Any fees that may be due, however, may be applied to Deposit Account No. 06-1050, referencing 16113-1341006.

Respectfully submitted,

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